

May98

16,153	April Act										
1,445	April McLane Shed										
961	April AO Shed										
-381	April PROMOS excluding Basic										
600	April Marlboro B4G1F Pybk										
18,778	April "STRIPPED"										
1.0000	April SEASONALITY										
4.37	April WEEKS										
4,297	April STRIPPED & DESEASON WEEKLY										
1.0294	May SEASONALITY										
4,423	May WEEKLY RATE										
% OF WEEK	# DAYS	W/E	BASE	Marl NRM Promos	Marlboro BD	AO Promos less Basic	McLane Inv Δ	AO Inv Δ	Marlboro B5 Pybk	Adj	TOTAL
0.203	1	5/1	898	40		41		-61	-50		868
1.000	5	5/8	4,423	83		9	100	-150	-250		4,215
1.000	5	5/15	4,423	144	275		160	-200	-250		4,552
1.086	5	5/22	4,804	71	250		115	-209	-250	-21	4,760
0.914	5	5/29	4,043	62	275		125	-200	-200		4,105
4.203	21		18,591	400	800	50	500	-820	-1,000	-21	18,500

**2071849586**

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